

Remarks

Status of the Claims

This paper is filed in response to the Office Action mailed July 28, 2006, in which claims 1, 2, 5, 6, 11-32, 35, 36 and 41-61 were pending in the application. All pending claims stand rejected. By this paper, claims 1, 19, 31, and 61 have been amended and claims 2 and 32 have been cancelled.

Claim Rejections

Claims 1, 2, 5, 6, 11, 14-17, 21-23, 30-32, 35, 36, 41, 44-47, 51-53, 60 and 61 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,748,375 issued to Wong et al. ("Wong") in view of U.S. Patent No. 6,184,877 issued to Dodson et al. ("Dodson"). Claims 24-29 and 54-59 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Wong, Dodson, and in further view of U.S. Patent No. 5,991,799 issued to Yen et al. Claims 12, 13, 42, and 43 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Wong, Dodson, and further in view of U.S. Patent No. 5,956,716 issued to Kenner et al. Claims 18 and 48 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Wong, Dodson, and further in view of U.S. Patent No. 6,637,032 issued to Feinleib. Claims 19, 20, 49, and 50 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Wong, Dodson, and further in view of U.S. Patent No. 6,348,932 issued to Nishikawa et al..

Examiner Interview Summary

The Applicants express sincere appreciation for the interview granted by Examiners Miller and Saltarelli and conducted on October 31, 2006. During the interview, it was agreed that the claim amendments presented herein are sufficient to overcome the cited prior art.

In particular, it was agreed that Wong fails to disclose the use of a specifically-designated button for performing a search at all and that Dodson, the reference cited to overcome this deficiency, fails to disclose a specifically-designated button that ultimately results in the display of supplemental content without further user input, as recited in each of the pending independent claims. Although Dodson does disclose providing a "search" button, that button results in the display of a list of automatically-generated search **terms**, rather than search results, and then allows the user to make modifications to the search terms prior to actually transmitting/performing the search. In other words, both cited reference require multiple user steps in order to result in the display of supplemental content.

Conclusion

The Applicants respectfully submit that each of the pending claims is patentably distinct over the cited references, alone or in combination. A Notice of Allowance is respectfully requested.

Respectfully submitted,

Digeo, Inc.

By /Kory D. Christensen/
Registration No. 43,548

STOEL RIVES LLP
One Utah Center Suite 1100
201 S Main Street
Salt Lake City, UT 84111-4904
Telephone: (801) 328-3131
Facsimile: (801) 578-6999